BASIC MENTHOL PLAN

SITUATION ANALYSIS - SUMMARY

- BASIC MENTHOL SHARE IS CURRENTLY STABLE AT 1 SHARE POINT
- BASIC IS CURRENTLY THE NUMBER TWO DISCOUNT MENTHOL BRAND AFTER DORAL
  - GPC IS CATCHING UP
- BASIC IS THE NUMBER ONE DISCOUNT MENTHOL LIGHTS BRAND AND THE NUMBER THREE DISCOUNT MENTHOL FULL FLAVOR BRAND
- SALEM CURRENTLY ACCOUNTS FOR 30% OF BASIC MENTHOL IN-SWITCHERS
  - FOLLOWED BY KOOL (10%) AND DORAL (9%)
- SALEM SMOKERS ACCOUNT FOR 1/4 OF BASIC MENTHOL ALTERNATE PURCHASES
  - FOLLOWED BY KOOL (14%) AND NEWPORT (12%)

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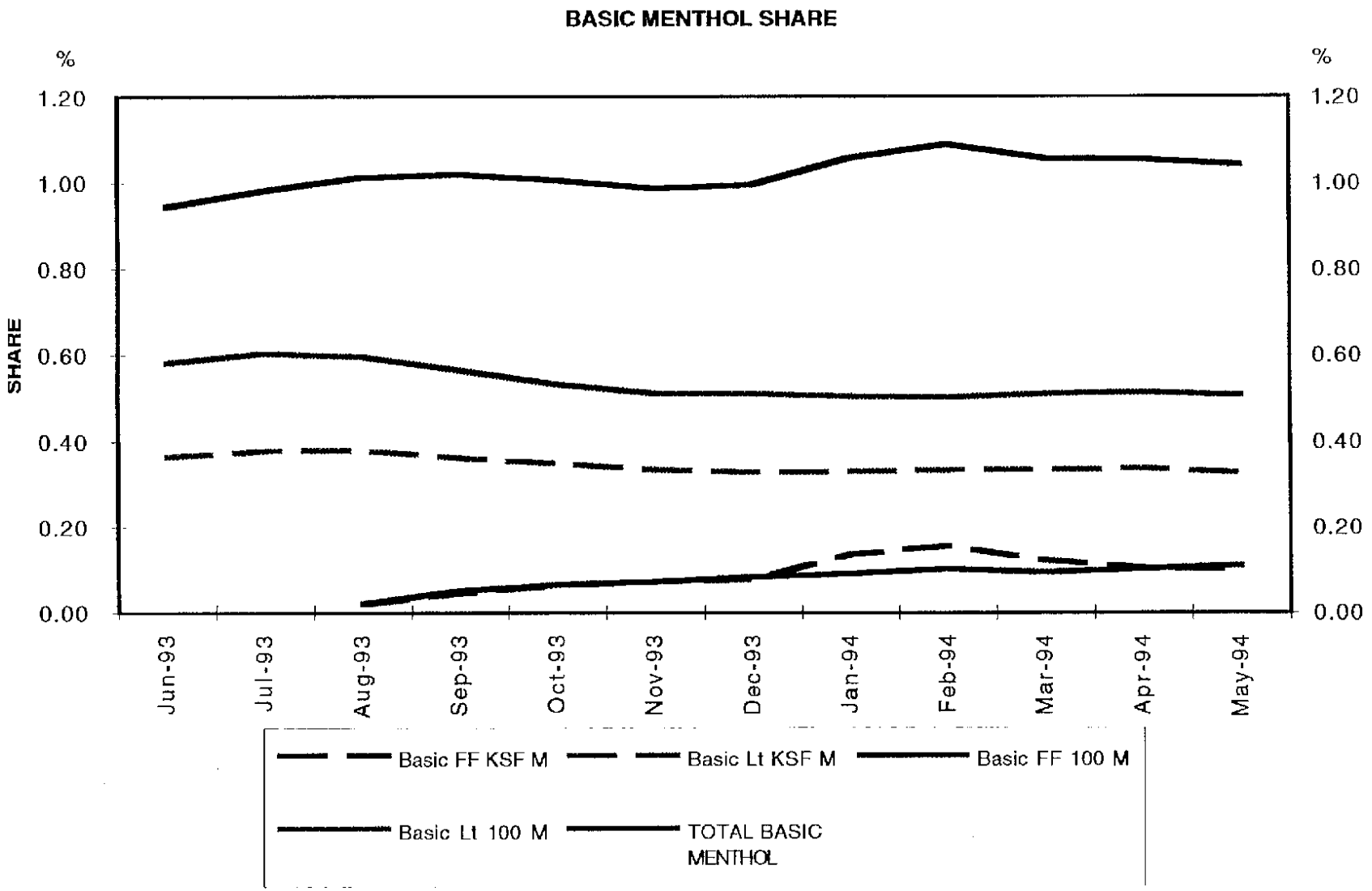
Source: https://www.industrydocuments.ucsf.edu/docs/nxxm0004

Basic Menthol Share Chart 2



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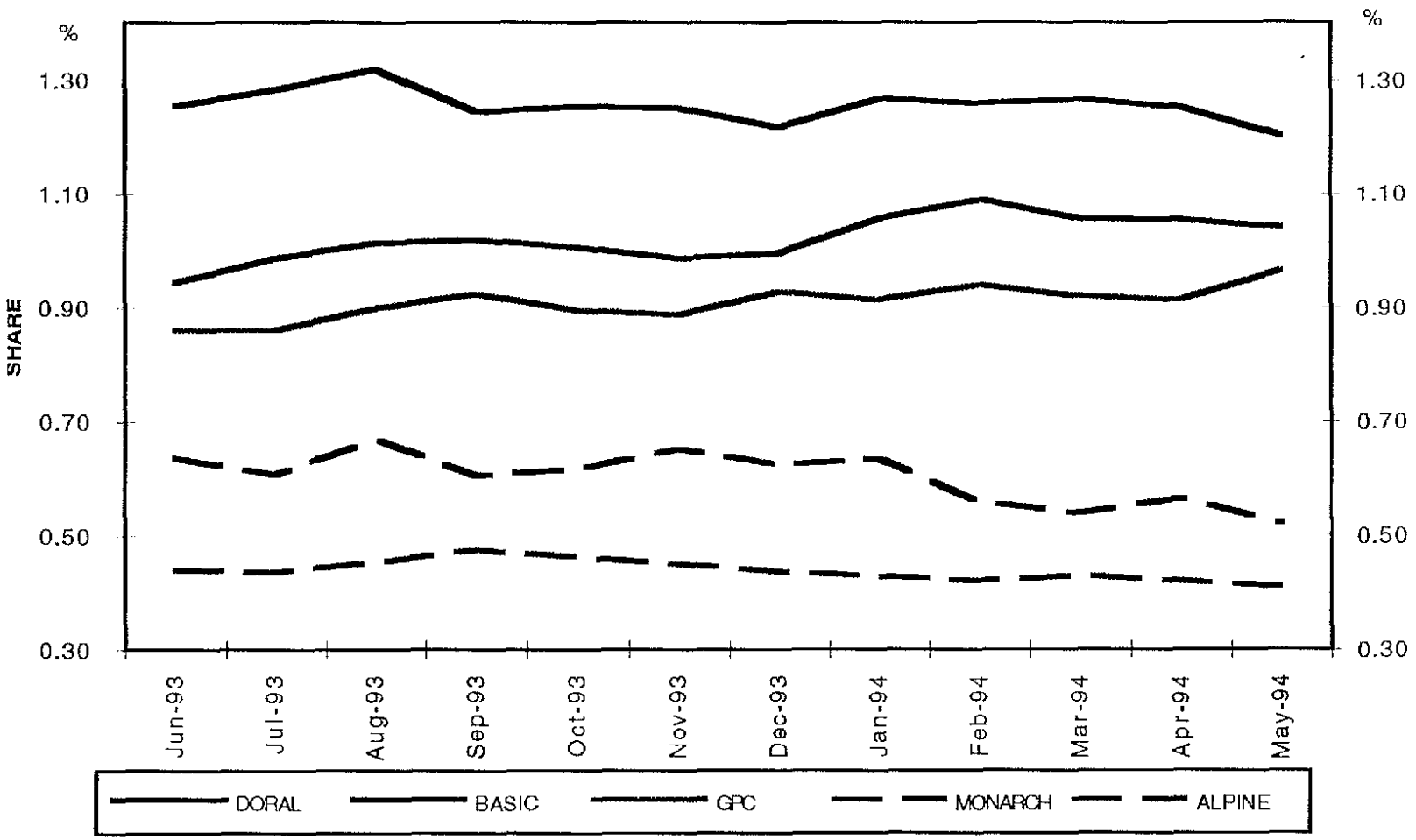
SOURCE: NIELSEN INTEGRATED MONTHLY - 1MM MAY 1994

Source: https://www.industrydocuments.ucsf.edu/docs/nxxm0004

DISCOUNT MENTHOL SHARE Chart 1

Do a similar chart for Lights and F-F (back pocket charts)

TOP FIVE DISCOUNT MENTHOL BRANDS



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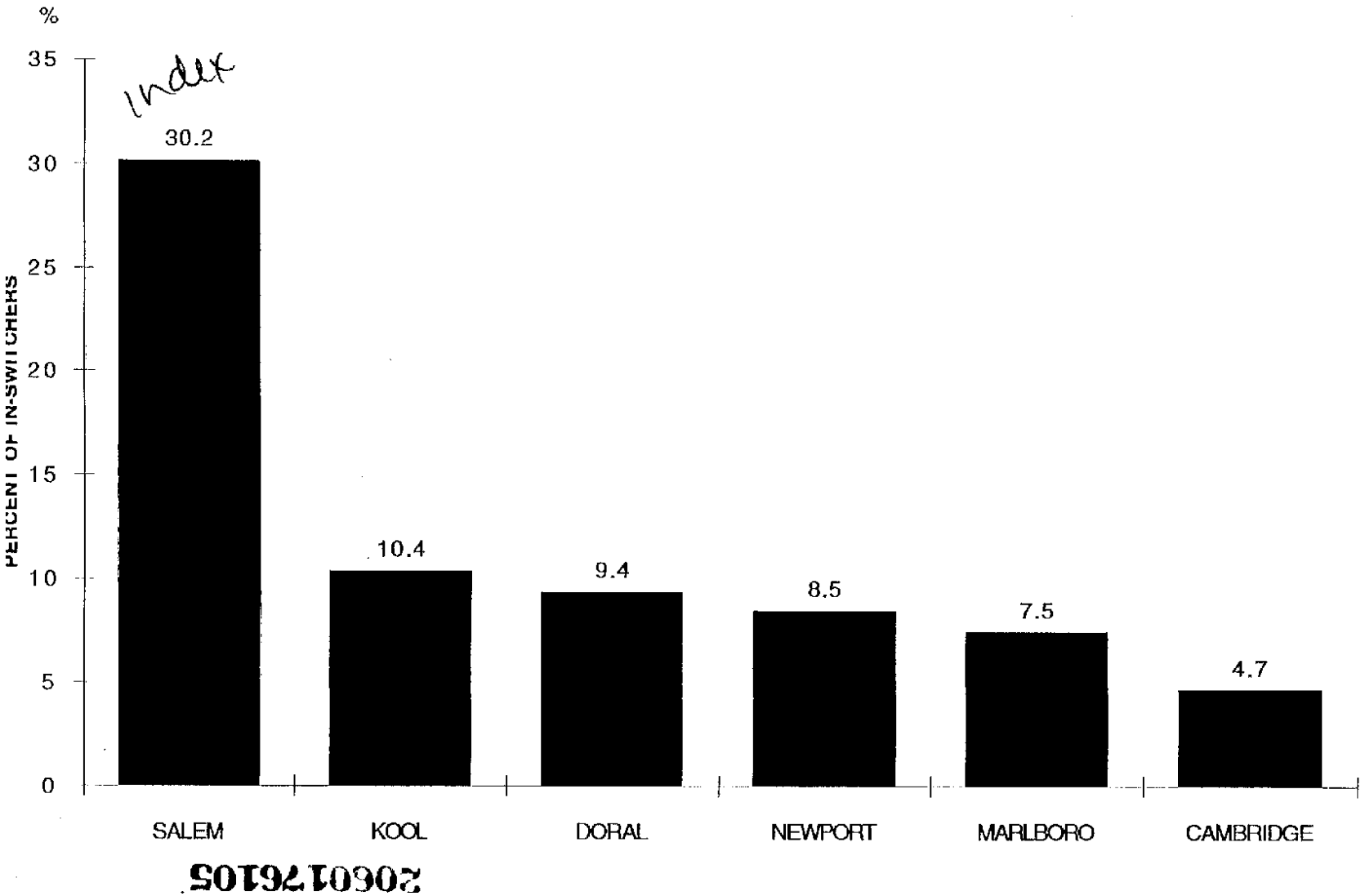
SOURCE: NIELSEN INTEGRATED MONTHLY - 1MM MAY 1994

Source: https://www.industrydocuments.ucsf.edu/docs/nxxm0004

BASIC MENTHOL INSWITCH Chart 1

SOURCE OF BASIC MENTHOL IN-SWITCHING



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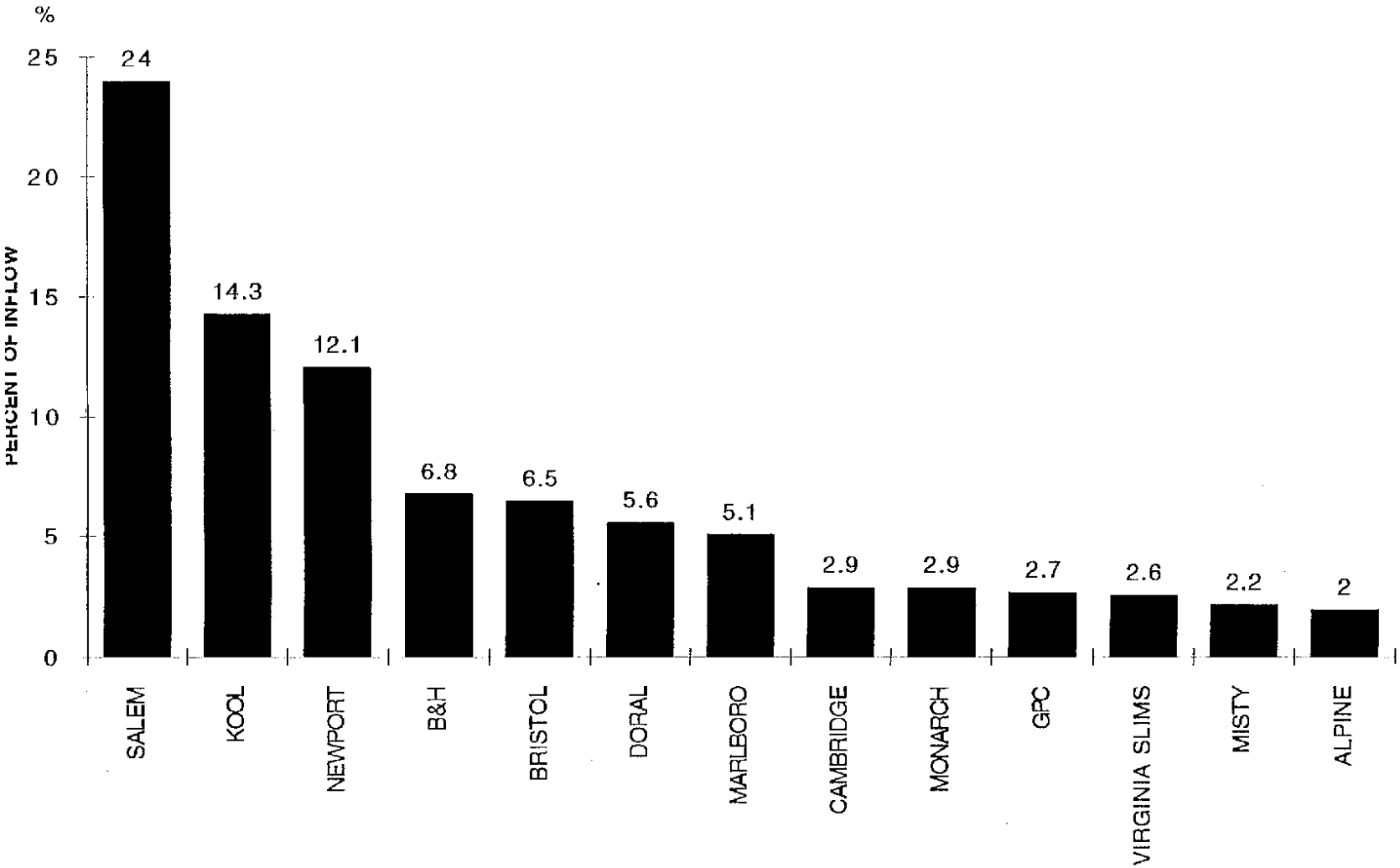
SOURCE: PHILIP MORRIS CONTINUOUS SMOKER TRACKING - 12MM MAY 1994

Source: https://www.industrydocuments.ucsf.edu/docs/nxxm0004

Basic Menthol Inflow Chart 1

SOURCE OF BASIC MENTHOL ALTERNATE PURCHASE VOLUME



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OURCE: VOLUMETRICS - PAST SEVEN DAY PURCHASE - 12 MM MAY 1994

Source: https://www.industrydocuments.ucsf.edu/docs/nxxm0004